

**Table 7.27-- HAWAII VISITORS BUREAU INCOME AND EXPENDITURES:  
1991 TO 1996**

[In dollars. Years ended June 30]

Year	Income					Expenditures
	Total	State appropriations 1/	Private subscriptions	Advertising co-op 2/	Other 3/	
1991	23,314,843	21,187,561	1,891,791	(NA)	235,491	23,111,254
1992	18,397,713	16,381,210	1,848,301	(NA)	168,202	18,369,166
1993	18,236,219	16,231,593	1,896,613	(NA)	108,013	18,115,618
1994	24,795,443	22,638,211	2,056,916	(NA)	100,316	24,848,553
1995	31,834,278	25,450,629	2,159,198	3,997,378	227,073	34,728,853
1996	32,806,193	23,000,000	1,931,298	7,751,664	123,231	30,140,658

NA Not available.

1/ Net after refunds (if any) to the State.

2/ Cash or in-kind contributions from the private sector to match state funding for generic advertising that promotes the Hawaiian Islands as a preferred visitor destination. Not included as a separate category prior to fiscal year 1995.

3/ May include income from Federal grants, mainland promotional programs, literature sales, convention servicing, and interest.

Source: KPMG Peat Marwick LLP, *Hawaii Visitors Bureau, Financial Statements and Schedules* (annual); *Hawaii Visitors and Convention Bureau, Financial Statements and Schedules June 30, 1996 and 1995*.